

**That Which is Claimed:**

1. A cooling cosmetic or medicinal topical preparation comprising one or more substances having a melting point or melting interval between 28°C and 40°C and a positive melting enthalpy, wherein the one or more substances are present in the preparation in the solid state.  
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2. The preparation as claimed in claim 1, wherein said one or more substances are present in an concentration of 0.5 - 50% by weight, based on the total weight of the preparation.  
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3. The preparation as claimed in claim 1, wherein said one or more substances are present in an concentration of 1 - 20% by weight, based on the total weight of the preparation.
4. The preparation as claimed in claim 1, wherein said one or more substances are selected from the group consisting of lipophilic substances.  
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5. The preparation as claimed in claim 4, wherein the preparation comprises a markedly hydrophilic cosmetic or dermatological base and said one or more substances are preferably present in a finely particulate suspension in said base.  
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6. The preparation as claimed in claim 5, wherein the preparation is an aqueous gel formulation.  
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7. The preparation as claimed in claim 1, wherein said one or more substances are selected from the group consisting of esters of C<sub>14</sub>-C<sub>18</sub> fatty acids and low molecular weight (C<sub>1</sub>-C<sub>5</sub>) alcohols.
8. The preparation as claimed in claim 1, wherein said one or more substances are selected from the group consisting of C<sub>8</sub>-C<sub>22</sub> fatty alcohols.  
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9. The preparation as claimed in claim 1, wherein said one or more substances are selected from the group consisting of branched and unbranched fatty acids.

5 10. The preparation as claimed in claim 1, wherein said one or more substances are selected from the group consisting of C<sub>16</sub>-C<sub>22</sub> hydrocarbons.

11. The preparation as claimed in claim 1, wherein said one or more substances include methyl palmitate.

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12. A method for producing a cooling action on the skin, comprising the step of applying to the skin a cosmetic or medicinal topical preparation comprising one or more substances having a melting point or melting interval between 28°C and 40°C and a positive melting enthalpy, wherein the one or more substances are  
15 present in the preparation in the solid state.

13. The method as claimed in claim 12, wherein said one or more substances are present in an concentration of 1 - 20% by weight, based on the total weight of the preparation.

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14. The method as claimed in claim 12, wherein said one or more substances are selected from the group consisting of lipophilic substances.

15. The method as claimed in claim 14, wherein the preparation comprises  
25 a markedly hydrophilic cosmetic or dermatological base and said one or more substances are preferably present in a finely particulate suspension in said base.

16. The method as claimed in claim 15, wherein the preparation is an aqueous gel formulation.

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17. The method as claimed in claim 12, wherein said one or more substances are selected from the group consisting of esters of C<sub>14</sub>-C<sub>18</sub> fatty acids and low molecular weight (C<sub>1</sub>-C<sub>5</sub>) alcohols.

5        18. The method as claimed in claim 12, wherein said one or more substances are selected from the group consisting of C<sub>8</sub>-C<sub>22</sub> fatty alcohols.

19. The method as claimed in claim 12, wherein said one or more substances are selected from the group consisting of branched and unbranched  
10 fatty acids.

20. The method as claimed in claim 12, wherein said one or more substances are selected from the group consisting of C<sub>16</sub>-C<sub>22</sub> hydrocarbons.

15        21. The method as claimed in claim 12, wherein said one or more substances include methyl palmitate.